

- During Media Impression's playback while cursor is positioned at the respective media product's spot, the user can elect to proceed further along a chain of digital media products grouped according to a certain common feature, such as: works by the same artist, or works in the same genre, sub genre, style etc.

I claim:

1. An Interactive User Interface for exploring catalogs of digital media products where small yet recognizable fragments (hereafter Media Impressions) of distinct and disparate individual media products are presented in a two-dimensional arrangement and the UI provides for a cursor to traverse across the arrangement's surface and trigger playback of said media fragments synchronously or near-synchronously with the cursor (pointing device) movement..
2. The Interactive User Interface of claim 1, wherein a piece of media product' identifying information is displayed at the immediate spot allocated for each of the Media Impressions on Active Surface.
3. The Interactive User Interface of claim 1, wherein the UI implementation provides for synchronization between the cursor movement and the multimedia (audio-visual) experience of the user; that is, as the cursor moves within the Active Surface' confines and traverses over various spots representing respective media products, playback and shutoff of respective Media Impressions fragments' is coordinated to occur in real time as to achieve a sensational experience of a 'field of Media' to the user.
4. The Interactive Graphical User Interface of claim 1, wherein when a particular Media Impression attracts the user's attention they can linger at the respective Media Impression's spot for a few seconds as opposed to keep the cursor moving in which case the next fragment's playback will launch while the currently played one will shut off.
5. The Interactive Graphical User Interface of claim 1, wherein a Media Impression's playback can be restarted by the user by momentarily moving out of and back into the respective Media Impression's spot
6. The Interactive User Interface of claim 1, wherein the user can initiate an Action during Media Impression's playback while cursor is positioned at the respective media product's spot, such as,

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including but not limited to, a purchase transaction, placement in a "shopping cart" for a subsequent purchase during checkout; or a launch of media product streaming, a download, by means provided by a particular hardware implementation, such as, included but not limited to, mouseclick, Touchpad press, press of the Enter key etc.

7. The Interactive User Interface of claim 1, wherein, during fragment's playback while cursor is positioned at the respective media product's spot, the user can elect to proceed further along the chain of digital media products grouped according to a certain common feature, such as: works by same artist, or works in the same genre, sub genre, style etc.

8. The Interactive User Interface of claim 1, wherein, in order to represent the full breadth of media products in vendor's catalog, a paging function is provided so that media products presented on the Active Surface at one time account only for a subset of the full catalog. UI Paging function allows the user to bring new sets of Media Impressions that can fit on the Active Surface at one time or return back to the ones viewed earlier by providing Scroll Forward /Scroll Back functionality.